CLEAN COPY OF PENDING CLAIMS, AS AMENDED

The following are the complete set of claims pending in the application, as amended:

1   1. (Amended) A computer assisted on-line negotiation method comprising

2   the steps of:

3   generating off-line by an on-line e-commerce site static customer

4   profiles based on past history that the site has about various customers,

5   including multiple value attributes;   Sol

6   assigning by the on-line e-commerce site a static customer profile to a

7   new customer visiting the on-line e-commerce site, the initial assignment to a

8   profile being based on said static customer profiles and whatever information

9   is available about the customer at the time of assignment;   Sol

10   capturing by the customer the on-line e-commerce site's actions; Sol

11   formulating by the customer a profile of the on-line e-commerce site

12   based on past history that the customer has about various sites, including

13   multiple value attributes, and updating the profile based on said captured

14   actions;   Sol

15   negotiating by the on-line e-commerce site with the customer based on

16   a dynamically changing profile of the customer;   Sol

17   negotiating by the customer with the on-line e-commerce site based on

18   a dynamically changing profile of the site;   Sol

19   changing by the on-line e-commerce site the customer's static profile

20   during negotiations based on an observed behavior of the customer, said static

21   profile thereby being dynamic during said negotiations; and   Sol

22   changing by the customer the on-line e-commerce site's static profile

23   during negotiations based on an observed behavior of the on-line e-commerce

24   site, said static profile thereby being dynamic during said negotiations,

25   wherein said customer profiles are comprised of information usable to

26   the advantage of the e-commerce site in said on-line negotiation with

27   customers and said e-commerce site profiles are comprised of information

28   usable to the advantage of the customer in said on-line negotiation.

1   2. The computer assisted on-line negotiation method recited in claim 1, further

2   comprising the step of updating past history information based on the

3   negotiations with the customer.

1   3. The computer assisted on-line negotiation method recited in claim 2,

2   wherein the attributes included in the past history information include non-

3   quantitative information.

1   4. The computer assisted on-line negotiation method recited in claim 3,

2   wherein the non-quantitative information includes season and time of day.

1   5. (Amended) The computer assisted on-line negotiation method recited in

2   claim 1, further comprising the steps of:

3   capturing by the on-line e-commerce site direct interactions by the

4   customer with the on-line e-commerce site, said direct interactions including

5   the customer's "click-through stream"; and

6   analyzing said direct interactions with the on-line e-commerce site to

7   update the customer's dynamic profile.

1   6. The computer assisted on-line negotiation method recited in claim 5,

2   wherein the other direct interaction includes the customer's voice and physical

3   actions.

1   8. (Amended) The computer assisted on-line negotiation method recited in

2   claim 1, further comprising the steps of:

3   storing by the customer a formulated profile of the on-line e-commerce

4   site in a database of on-line e-commerce site profiles; and

5   accessing the on-line e-commerce site from the database by the

6   customer to begin negotiations with the on-line e-commerce site.

1   9. The computer assisted on-line negotiation method recited in claim 8, further

2   comprising the step of dynamically modifying by the customer the on-line

3   e-commerce site's profile during negotiations with the on-line e-commerce

4   site based on actions by the on-line e-commerce site.

1   10. (Amended) The computer assisted on-line negotiation method recited in

2   claim 9, wherein actions by the on-line e-commerce site on which the site's

3   profile is dynamically modified include offering of terms, said terms including

4   prices of items for sale, packaged deals and bonuses.